



ODCP Office of Drug Control Policy



Winter 2009

THE ASAP CONNECTION



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www.keep-it-real.us



Originally funded by Congress in 1997 with the understanding that local problems need local solutions, the Drug Free Communities (DFC) program now supports over 700 drug-free community coalitions across the United States. As a cornerstone of ONDCP's National Drug Control Strategy, DFC provides the funding necessary for communities to identify and respond to local substance use problems.

In 2008, thirty-one Kentucky communities became Drug Free

Communities Grantees. Kentucky communities receiving DFC designation are as follows: Allen County, Bardstown, Barren, Hart & Metcalfe Counties, Beattyville, Bell County, Boyle County, Bullitt County, Calloway County, Carter County, Clay & Jackson Counties, Covington, Daviess County, Hancock County, Henry County, Kenton County, Knott County, Knox County, Magoffin County, McCreary County, McLean

County, Mercer County, Monroe County, Ohio County, Owsley County, Portland, Russell County, Shelby County, Spencer County, Taylor County, Warren County, Washington County.

Additionally, Henry County also received a 2008 DFC Mentoring Grant.

Congratulations to all our Kentucky Communities!

FAYETTE COUNTY KY-ASAP EXPANDS ITS KEEP-IT-REAL PROGRAM

The Fayette County KY-ASAP Local Board, in conjunction with the Bluegrass Regional Prevention Office, has expanded the Keep-It-Real Campaign to Reduce Underage Drinking, adding new features, updating the www.keep-it-real.us website, introducing a marijuana prevention initiative, and creating leadership opportunities for youth.

The Keep-It-Real video winners have been featured in the pre-show ads in area cinemas, reaching families throughout the Central Kentucky area. The 2008 video contest winners were honored at a Lexington Legends baseball game, tossing out the first pitch and seeing their videos run on the Legends jumbo-tron. Video contest winners were also asked to lend their talents to the marijuana initiative, producing

30-second ads which address the dangers of marijuana use. These new PSA's are featured on the marijuana link on the Keep-It-Real website.

In addition to producing the new marijuana ads, youth have taken on other leadership roles in Fayette County. The new Youth Network includes youth from four local high schools who work together on substance abuse issues in the Central Kentucky area. They have produced two radio commercials discussing the risks involved with marijuana use, how teens can resist peer pressure to use marijuana, and how parents can get involved in this important issue. These young people will also work with MADD's Youth-In-Action Program and

with the KY ABC's Teenage Alcohol and Tobacco Enforcement Program, and will produce a show on the local government channel addressing the issue of alcohol.

And finally, evidence that imitation is truly the most sincere form of flattery: the Seven Counties Regional Prevention Center has recently received a EUDL grant to start a Keep-It-Real video contest modeled after Fayette County's successful program. This new Keep-It-Real contest is accessed through a link on the Fayette County's www.keep-it-real.us website.

Submitted by Fayette County Local Board Coordinator Lynsey Sugarman —
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MARSHALL COUNTY LOCAL KY-ASAP BOARD AIMS TO PREVENT UNDERAGE DRINKING



The Marshall County Local Board has been working hard to prevent underage drinking. The 4-H STAR (Stand, Take Action, React) Team of High School students have been working with middle school students as peer counselors and to spread the word about the dangers of underage drinking.

At the High School Health Fair, ASAP distributed the THINK...DON'T DRINK!!! T-shirts and students willing to be ambassadors for the message had their pictures taken and were in the local paper on the High School page.

The FCCLA club members were on a billboard paid for by the CSAP mini-grant that was

at the entrance of the high school reminding students to THINK...DON'T DRINK!!!! By focusing on Marshall County's problem of underage drinking...we are hoping to make a reduction in DUI arrests and underage drinking problems.

Submitted by Marshall County Local Board Coordinator Lois Rogalski – lois.rogalski@marshall.kyschools.us

LYON COUNTY CELEBRATES RED RIBBON WEEK



Lyon County Schools celebrated Red Ribbon Week October 27th through October 31st. The community wide effort involved Lyon County Schools, Lyon County Family Resource Center, Lyon County 4H, Pennyroyal Area Community Services, Pennyroyal Center Regional Prevention Center, Eddyville Police, Lyon County Champions Coalition and KY-ASAP Black Patch Council in planning activities for each day. The daily activities included:

Monday – Join The Fight Against Drugs with camouflage dress theme. Tuesday – Team Up Against Drugs – Sports Team Colors were worn. Wednesday – Drugs Are Hair Raising – Best described as “bad hair day”.

Friday – Put a Cap on Drugs – Wacky hats were worn. Thursday was the most exciting for teachers, students and community as all 378 Lyon County Elementary students dressed in red and paraded through residential and business districts of town chanting “Say No to Drugs”. The parade stopped in front of the County Judicial Center where the students released red balloons signifying their ability to “turn loose” from drug use. The students talked in the morning assembly about the significance of the parade and the importance of saying “NO” when anyone offers them drugs in the future. All the organizations involved had a great time walking and talking with the students. We are already talking about how we can

improve on this effort next year.

“These kids will remember the parade far better than anything we could teach in the classroom” said elementary Principal Diane Still. “It was our goal to involve the community in Red Ribbon Week, because it takes us all to publicly commit to keeping our kids drug free. After all, these are OUR kids”.

Submitted by Blackpatch Council Local Board Coordinator Dave Baxter – davebaxter@bellsouth.net

MADISON COUNTY CONDUCTS UNDERAGE DRINKING FORUM & CONTINUE RESOURCES WORKING TOGETHER

Madison County was the recipient of a small grant to conduct a forum regarding underage drinking. The guests included representatives from the Chamber of Commerce, ECU College of Education, community agency representatives and a local newspaper celebrity took part in a skit performed by the local Youth In Action group.

2009 brings a new set of challenges. With budget cuts

it is even more imperative that resources work together to fight the constant battle of drug abuse in our communities. Madison County ASAP hosted its third round of “Resources Working Together” on January 28, 2009 at the Madison County Extension office on Duncannon Lane, Richmond. Speakers included the Attorney General's office; KIDS NOW and well over 100

agency representatives from Madison County focusing on the strengths of the community in order to address the concerns of families, schools, law enforcement and county governments. For more information regarding the Resources Working Together feel free to contact Phillis Adams at padams@kih.net.

Submitted by Madison County Local Board Chair Barbara Bentley – bbent@mis.net



NATIONAL SURVEY REVEALS COCAINE & METHAMPHETAMINE USE DROP AMONG YOUNG ADULTS; PRESCRIPTION DRUG ABUSE INCREASES—YOUTH SUBSTANCE ABUSE DECLINES FROM 2002 TO 2007

Cocaine and methamphetamine use among young adults has dropped significantly over the past year, while abuse of prescription drugs has risen, according to the nation's largest substance use assessment, the 2007 National Survey on Drug Use and Health (NSDUH). The report also showed a spike in drug use among 55-59 year-olds, as baby boomers entered that age range.

Cocaine use among 18-25 year-olds dropped 23 percent (to 1.7 percent), while methamphetamine use among young adults fell by a third (to 0.4 percent) between 2006 and 2007, said the report by the Substance Abuse and Mental Health Services Administration (SAMHSA). The survey was released today at the start of the 19th Annual National Alcohol and Drug Addiction Recovery Month.

Among youth ages 12-17, there was a significant decline in overall past month illicit drug use, from 11.6 percent in 2002 to 9.5 percent in 2007. Reductions in youth drug use occurred for nearly every type of illicit drug, including marijuana, cocaine, hallucinogens, LSD, Ecstasy, prescription-type drugs used nonmedically, pain relievers, stimulants and methamphetamine. Current marijuana use among this age group declined from 8.2 percent in 2002 to 6.7 percent in 2007. Most of the decline occurred between 2002 and 2005. The level of alcohol use also dropped among those aged 12 to 17, from 17.6 percent in 2002 to 15.9 percent in 2007. Similarly, the rate of cigarette use among this age group diminished from 13.0 percent in 2002 to 9.8 percent in 2007.

"These results confirm that progress has been made – particularly regarding substance abuse among younger Americans," said HHS Secretary Mike Leavitt. "The report also reminds us of the importance of our efforts to provide substance abuse treatment to those in need and to encourage health care professionals to identify people who are at risk for developing substance abuse problems and intervene early."

The reductions in methamphetamine and cocaine use among young adults coincide with reductions in their use among Americans in the workforce and significant market disruptions for both drugs. In 2007, there was a 21 percent increase in the average price per gram for cocaine and a 10 percent decrease in purity.

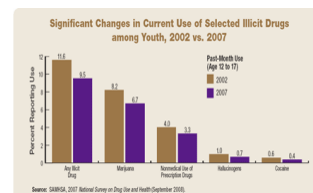
Despite many positive trends, the most recent NSDUH also reveals some less encouraging data. Among young adults ages 18 to 25, the level of current nonmedical use of prescription pain relievers has risen 12 percent (to 4.6 percent in 2007). In addition, the level of current illicit drug use among those aged 55 to 59 more than doubled, to 4.1 percent in 2007, confirming concerns that baby boomers have continued their higher levels of substance abuse as they age.

"Our efforts against methamphetamine, cocaine, and other illegal drugs are working," said John Walters, director of National Drug Control Policy. "The markets for these poisons are shrinking, and the deadly grip they hold on the lives of individuals, families, and communities is being countered. But when it comes to prescription drugs, we can not afford to re-live the painful experiences we've had with illegal drugs. We must act quickly to increase awareness of the dangers of prescription drug abuse, decrease the illegal diversion of these products, and shore up safer practices for their prescription and distribution."

"The survey shows the tremendous progress communities, families and individuals across America have made in reducing substance abuse among young people", said SAMHSA Acting Administrator Eric Broderick, DDS, MPH, a rear admiral in the U.S. Public Health Service. "It also provides critical information that will help guide the future direction of our substance abuse prevention and treatment efforts."

NSDUH is a scientifically conducted annual survey of approximately 67,500 people throughout the country. Because of its statistical power, it is a primary source of information on the levels of illicit drug, alcohol, and tobacco use as well as certain mental health conditions. The complete survey findings are available on the SAMHSA Web site at <http://oas.samhsa.gov/NSDUHlatest.htm>.

Reprinted in part from SAMSHA news release dated 09/24/2008. To view the entire article visit: http://www.samhsa.gov/samhsaNewsletter/Volume_16_Number_5/YouthSubstanceUse.aspx



CSAT Director Dr. H. Westley Clark (at podium) discusses new findings from the 2007 National Survey on Drug Use and Health at the National Alcohol and Drug Addiction Recovery Month briefing held at the National Press Club in Washington, DC. Acting SAMHSA Administrator Dr. Eric B. Broderick (left) and Director of the White House Office of National Drug Control Policy John P. Walters (center) also presented findings. Photo by Paola Sanmartin.



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*A Commonwealth of
Healthy Communities,
Free of the Abuse of
Alcohol, Tobacco and
Other Drugs and Re-
lated Consequences*

We're on the web
odcp.ky.gov/kyasap.htm

PERRY COUNTY LOCAL KY-ASAP BOARD BUILDS A CLEAN AIR PARTNERSHIP

Several members of the Perry County ASAP Board are participating in a newly formed coalition to ban smoking in public venues.

This project, "Perry County Clean Air Partnership" is funded by the University of Kentucky in corporation with area community leaders and members of the American Cancer Society in working toward making Hazard a

healthier place to live.

Recently air quality testing was done in several public venues and the result of the poor air quality was announce at a conference and covered by our local television station.

A major goal is to educate the public about the dangers of second hand smoke and then work toward seeing that smoking is banned in public

places.

The Perry County Clean Air Partnership meets each month at the UK Rural Health Building.

Submitted by Perry County Local Board Coordinator Gayle Tackett — gayletackett@yahoo.com



WEBSTER COUNTY HOSTS 1ST ANNUAL DRUG DROP

Webster County held its first annual "Drug Drop" on Saturday, October 25, 2008 in four locations in Webster County. Far too often pharmaceutical products are disposed of improperly. Many people simply flush them down the toilet or drain, burn them or just throw them in a garbage can. Disposal in these manners can contaminate the environment if they get in the drinking and ground water, or could be scavenged from the trash to be illegally used or sold.

The "Drug Drop" provided Webster County citizens a proper manner to dispose of their unused pharmaceuticals. Citizens were encour-

aged to bring and "drop" their unused prescriptions at one of the four drop locations. To protect the citizens' privacy each citizen was asked to black out any personal information on the prescription bottle.

Each drop location was assigned a law enforcement officer just for security purposes. The drugs were combined by law enforcement at the end of event and stored at Sheriff's office until Pennyriple Narcotics Task Force Officer picked them up for appropriate disposal.

The result was approximately 70 pounds of drugs are off the streets and out of the medicine cabinets and hands of those whom might use these drugs illegally. Webster County anticipates this event will be held

each year and there is discussion of an ongoing drop box at the sheriff's office.

Collaborative Partners for the Webster County 1st Annual Drug Drop include: Webster County Health Council, (WC.ASAP) KY Agency for Substance Abuse Policy, Family Resource Centers, Community Education, University of Kentucky Extension Services, Champions Against Drugs, Ky. Delta Rural Project, WC Fiscal Court, GRADD Regional Health Council, Senior Services, Webster County Sheriff's Department, Providence and Clay City Police, Webster County Constables and Kentucky State Police.

Submitted By Webster County Local Board Coordinator Pat Hammack — pthammack@bellsouth.net

The Kentucky Agency for Substance Abuse Policy (KY-ASAP) was created in 2000 to develop a strategic plan to reduce the prevalence of alcohol, tobacco and other drug use among youth and adult populations in Kentucky and coordinate efforts among state and local agencies in the area of substance abuse prevention.

KY-ASAP has continued to evolve since its placement into the Office of Drug Control Policy (ODCP) in 2004. The agency has hired a new state coordinator in an effort to provide a fresh perspective to the agency.

As envisioned, local boards have evolved as policy makers within their communities. Many have developed initiatives for smoke-free environments and worked with school systems to provide programs to teach our youth about the dangers of alcohol, tobacco and other drugs. There are now 75 boards located in 113 counties of the Commonwealth.

